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FOR IMMEDIATE RELEASE

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## Volunteers Needed - MORPC Bicycle and Pedestrian Traffic Count - Wednesday, September 9

(COLUMBUS – August 28, 2009) One of the greatest challenges facing the bicycle and pedestrian field is the lack of documentation on how many people are cycling and walking. Without accurate and consistent figures, it is difficult to measure the positive benefits of bicycle and pedestrian investments, especially when compared to other types of transportation such as the automobile and transit.

To better understand pedestrian and bicycle traffic trends in our region, MORPC has partnered with the Institute of Transportation Engineers in conducting ongoing bike-pedestrian traffic counts. With the help of volunteers, MORPC will conduct two counts on Wednesday, September 9 – one in the morning (7-9 a.m.) and one at midday (11 a.m.-1 p.m.).

Volunteers are needed to help with either or both counts. Volunteers do not need any special skills. All are welcome to attend the training session Wednesday, September 2, at 4 p.m. Those interested in counting, but unable to make the September training session are able to request an alternate time. "By volunteering less than three hours of your time, you can contribute to this important national effort!" said MORPC Count Coordinator Juana Sandoval.

For information or if you have questions on how to volunteer for the count program, contact Juana Sandoval at <a href="mailto:jsandoval@morpc.org">jsandoval@morpc.org</a> or 614-233-4140. Information on prior bike-ped counts can be viewed at <a href="http://www.morpc.org/transportation/bicycle\_pedestrian/project.asp">http://www.morpc.org/transportation/bicycle\_pedestrian/project.asp</a>.

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MORPC is a voluntary association of 47 local governments in central Ohio serving the region through planning, direct service, public policy information and innovative programming and intergovernmental coordinating services in the areas of transportation, land use, energy conservation, the environment and housing. MORPC is currently celebrating its 40<sup>th</sup> Anniversary and its efforts to build a better central Ohio region.